

	Type	Hits	S arch Text	DBs
1	BRS	1	705/\$.ccls. and telephone and third ADJ address	USPAT
2	BRS	374	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
3	BRS	125	(705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address) and code SAME database	USPAT
4	BRS	2	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and property ADJ code	USPAT
5	BRS	182	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
6	BRS	5	705/401.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
7	BRS	2	705/406.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
8	BRS	2	705/404.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
9	BRS	39	235/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
10	BRS	11	705/410.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME (database or memory)	USPAT
11	BRS	30	"5822739"	USPAT
12	BRS	3	"5930796"	USPAT
13	BRS	8	705/408.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
14	BRS	25	"5819241"	USPAT

	Time Stamp	Comments	Error D finition	Errors
1	2002/11/14 08:59			0
2	2002/11/14 10:13			0
3	2002/11/14 09:00			0
4	2002/11/14 09:09			0
5	2002/11/14 09:19			0
6	2002/11/14 09:21			0
7	2002/11/14 09:50			0
8	2002/11/14 09:23			0
9	2002/11/14 09:27			0
10	2002/11/22 11:41			0
11	2002/11/14 09:45			0
12	2002/11/14 09:46			0
13	2002/11/14 09:54			0
14	2002/11/14 09:54			0

	Type	Hits	Search Text	DBs
15	IS&R	3	((("5812401") or ("5726894") or ("4484307"))).PN.	USPAT
16	IS&R	4	((("6295359") or ("6085181") or ("6061670") or ("6005945"))).PN.	USPAT
17	IS&R	9	((("5983209") or ("5946671") or ("5812991") or ("5717596") or ("5696829") or ("5655023") or ("5606613") or ("5602743") or ("5583779"))).PN.	USPAT
18	BRS	9	380/51.ccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
19	BRS	92	"4743747"	USPAT
20	BRS	18	"4743747" and address SAME database	USPAT
21	BRS	5	705/60.ccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
22	BRS	4	705/62.ccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
23	BRS	0	telephone and computer and address NEAR (mail or mailing) and address NEAR (database or data)	EPO
24	BRS	1	computer and address NEAR (mail or mailing) and address NEAR (database or data)	EPO
25	BRS	10	computer and address NEAR (mail or mailing) and address NEAR (database or data)	JPO
26	BRS	22	computer and address NEAR (mail or mailing) and address NEAR (database or data)	DERWENT
27	BRS	0	computer and address NEAR (mail or mailing) and address NEAR (database or data)	IBM_TDB
28	BRS	2212	computer and address NEAR (database or data)	DERWENT
29	BRS	5	computer and address NEAR (database or data) and zip ADJ code	DERWENT
30	BRS	7	computer and address NEAR code and zip ADJ code	DERWENT
31	BRS	0	computer and address NEAR code and zip ADJ code	EPO
32	BRS	1	computer and address NEAR code and zip ADJ code	JPO

	Time Stamp	Comments	Error Definition	Errors
15	2002/11/14 10:07			0
16	2002/11/14 10:10			0
17	2002/11/14 10:11			0
18	2002/11/14 10:22			0
19	2002/11/14 10:17			0
20	2002/11/14 10:18			0
21	2002/11/14 10:24			0
22	2002/11/14 10:24			0
23	2002/11/15 10:30			0
24	2002/11/15 10:30			0
25	2002/11/15 10:31			0
26	2002/11/15 10:34			0
27	2002/11/15 10:34			0
28	2002/11/15 10:35			0
29	2002/11/15 10:36			0
30	2002/11/15 10:39			0
31	2002/11/15 10:40			0
32	2002/11/15 10:40			0

	Type	Hits	Search Text	DBs
33	BRS	0	705/60.ccls. and computer and address NEAR code and zip ADJ code	JPO
34	BRS	0	705/62.ccls. and computer and address NEAR code and zip ADJ code	JPO
35	BRS	0	705/401.ccls. and computer and address NEAR code and zip ADJ code	JPO
36	BRS	2	705/60.ccls. and computer and address NEAR code and zip ADJ code	USPAT
37	BRS	3	705/62.ccls. and computer and address NEAR code and zip ADJ code	USPAT
38	BRS	8	705/401.ccls. and computer and address NEAR code and zip ADJ code	USPAT
39	BRS	4	705/404.ccls. and computer and address NEAR code and zip ADJ code	USPAT
40	BRS	9	705/406.ccls. and computer and address NEAR code and zip ADJ code	USPAT
41	BRS	9	705/410.ccls. and computer and address NEAR code and zip ADJ code	USPAT
42	BRS	0	705/410.ccls. and pseudoaddress and address NEAR code	USPAT
43	BRS	0	705/401.ccls. and pseudoaddress and address NEAR code	USPAT
44	BRS	0	705/404.ccls. and pseudoaddress and address NEAR code	USPAT
45	BRS	0	705/406.ccls. and pseudoaddress and address NEAR code	USPAT
46	BRS	0	705/\$.ccls. and pseudoaddress	USPAT
47	BRS	0	705/\$.ccls. and pseudo ADJ address	USPAT
48	BRS	0	705/\$.ccls. and pseudo-address	USPAT
49	BRS	0	705/\$.ccls. and pseudo-address	USPAT
50	BRS	2	705/\$.ccls. and pseudo\$5 NEAR address	USPAT
51	BRS	5	705/\$.ccls. and partial NEAR address	USPAT

	Tim Stamp	Comments	Error Definition	Errors
33	2002/11/15 10:41			0
34	2002/11/15 10:41			0
35	2002/11/15 10:41			0
36	2002/11/15 10:41			0
37	2002/11/15 10:42			0
38	2002/11/15 10:46			0
39	2002/11/15 10:48			0
40	2002/11/15 10:49			0
41	2002/11/15 10:52			0
42	2002/11/15 10:53			0
43	2002/11/15 10:53			0
44	2002/11/15 10:53			0
45	2002/11/15 10:53			0
46	2002/11/15 10:54			0
47	2002/11/15 10:54			0
48	2002/11/15 10:54			0
49	2002/11/22 11:15			0
50	2002/11/22 11:17			0
51	2002/11/22 11:19			0

	Type	Hits	Search Text	DBs
52	BRS	38	705/\$.ccls. and address NEAR (mail\$3 or post\$3) and address NEAR code	USPAT
53	BRS	19	705/408.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME (database or memory)	USPAT
54	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	EPO
55	BRS	1	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	JPO
56	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	IBM_TDB
57	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	DERWENT
58	BRS	1	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	DERWENT
59	BRS	0	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	EPO
60	BRS	0	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	IBM_TDB
61	BRS	1	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	IBM_TDB
62	BRS	8	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	EPO; JPO
63	BRS	19	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	DERWENT
64	IS&R	13	((("6032138") or ("5448641") or ("5329102") or ("5319562") or ("5308932") or ("5293319") or ("5280531") or ("5161109") or ("5142482") or ("5050078") or ("5019991") or ("5008827") or ("4999481"))).PN.	USPAT
65	IS&R	9	((("4934846") or ("4873645") or ("4831555") or ("4800504") or ("4796193") or ("4775246") or ("4757537") or ("4725718") or ("4579054"))).PN.	USPAT
66	IS&R	5	((("4493252") or ("4301507") or ("4201339") or ("4168533") or ("4117975"))).PN.	USPAT

	Time Stamp	Comments	Error D finition	Errors
52	2002/11/22 11:47			0
53	2002/11/22 11:41			0
54	2002/11/22 11:48			0
55	2002/11/22 11:48			0
56	2002/11/22 11:48			0
57	2002/11/22 11:49			0
58	2002/11/22 11:49			0
59	2002/11/22 11:49			0
60	2002/11/22 11:50			0
61	2002/11/22 11:50			0
62	2002/11/22 11:51			0
63	2002/11/22 11:51			0
64	2002/11/24 23:06			0
65	2002/11/24 23:09			0
66	2002/11/24 23:10			0

	Type	Hits	S arch T xt	DBs
67	IS&R	9	((("1310306") or ("1383518") or ("2193160") or ("0604147"))).PN.	DERWENT
68	IS&R	3	("2271452").PN.	DERWENT
69	IS&R	1	("5612889").PN.	USPAT
70	IS&R	1	("6006200").PN.	USPAT
71	IS&R	4	((("5890137") or ("5815665") or ("5812670") or ("5724522"))).PN.	USPAT
72	BRS	25	"5819241"	USPAT
73	IS&R	5	((("5602743") or ("5519624") or ("5490077") or ("5471925") or ("5446919"))).PN.	USPAT
74	IS&R	5	((("5313404") or ("5216620") or ("5186443") or ("5143362") or ("5039075"))).PN.	USPAT
75	BRS	92	"4743747"	USPAT
76	BRS	7	380/51.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
77	BRS	3	380/55.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
78	BRS	0	380/54.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
79	BRS	0	380/21.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
80	BRS	2	705/60.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
81	BRS	4	705/62.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
82	BRS	23	705/408.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
83	BRS	52	"4024380"	USPAT
84	BRS	2	"5943658"	USPAT
85	IS&R	7	((("5694458") or ("5394461") or ("5343516") or ("5341414") or ("5311577") or ("5265145") or ("5097528"))).PN.	USPAT

	Time Stamp	Comm nts	Error Definition	Errors
67	2002/11/24 23:12			0
68	2002/11/25 06:39			0
69	2002/11/25 06:41			0
70	2002/11/25 06:42			0
71	2002/11/25 06:42			0
72	2002/11/25 06:50			0
73	2002/11/25 06:51			0
74	2002/11/25 06:53			0
75	2002/11/25 07:27			0
76	2002/11/25 07:53			0
77	2002/11/25 08:24			0
78	2002/11/25 08:24			0
79	2002/11/25 08:25			0
80	2002/11/25 08:26			0
81	2002/11/25 08:28			0
82	2002/11/25 08:36			0
83	2002/11/25 08:51			0
84	2002/11/25 08:52			0
85	2002/11/25 08:53			0

13/9/5 (Item 5 from file: 15)
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The electronic mailcenter

Anonymous

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ABSTRACT: Digital technology and the World Wide Web are revolutionizing the way mailcenters receive, handle, and send mail. And, the potential for cost savings is enormous. Several cutting edge technologies that can help businesses are discussed. For example, E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality. Called Information-Based Indicia (IBI) by the USPS, systems like E-Stamp's **Internet** Postage, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a 2-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

TEXT: Want to save money, improve results, and waste less time on mail-related tasks? Then turn on your **computer**. With all the attention given to the world of computers and digital equipment, one might think that the old mailroom is being left behind in the analog dustbins of history. But that's hardly the case. Digital technology and the World Wide Web are revolutionizing the way mailcenters receive, handle, and send mail. And, the potential for cost cutting edge of this revolution and how this new technology can help your business.

Envelope imaging

With the convergence of **computer** software and digital ink-jet technologies, it may soon be possible to print every thing that needs to go on an outgoing envelope-the main address, customized return dress, bar codes, and postage-in one pass. These new products will greatly streamline the way we handle the now separate functions of custom-printing stationery, addressing outgoing envelopes, and then preparing the envelopes for postage application or "metering."

With today's newer addressing systems, for example, mailers are now able to use CASS- and PAVE-certified address management software while cleaning up their mailing lists, thus ensuring that they meet U.S. Postal Service (USPS) presorting and ZIP+4 coding requirements. Mailers can then take the mailing list information from their personal computers, export it into addressprinting machines, and, in one uninterrupted motion, professionally print the addresses-without labels-onto outgoing envelopes. At the same time, these address-printing machines can spray delivery point bar codes onto the envelopes.

Some of the newer addressing systems are designed specifically for small to medium-size businesses that generate periodic big mailings. These new systems can address envelopes at the rate of up to 12,000 pieces per hour with a letter-print quality of 600 dots per inch (dpi). There are also major changes ahead in the way companies prepare corporate stationery, especially envelopes. Instead of warehousing huge quantities of preprinted corporate stationery, more companies will opt to print each piece on an as-needed basis when the recipient's address and postage are applied. It's estimated that an average 20% of a company's expensive, custom-printed stationery may be made obsolete by changes in address alone. Custom-printing the envelope's corporate signature just before it's mailed - as part of the main address and postage printing - would eliminate that waste.

Pitney Bowes DocuMatch system personalizes advertising mail

A recent study conducted by the USPS revealed that 17% of all promotional mail is throw away unopened and unread because of its impersonal appearance and vague or inaccurate addressing. In short, it fit the stereotype of "junk mail."

Dispite this image problem, the Gallup Orgacizatioin, in a recent survey of marketing executives, rated direct mail as one of the best business communication tools available. It surpassed sales representatives, magazines, newspapers, and television in its effectiveness for generating sales, cost-effectiveness, educating consumers or businesses about complex issues, informing consumers or businesses about new products, selling products, or tracking results.

To help direct mail live up to its potential, Pitney Bowes is marketing a fast, all-in-one direct mail system that's designed to give advertising mail a more personal look that will get it opened and read. The DocuMatch Integrated Mail system is the first system to combine document and envelope printing with paper-handling functions, so companies can automate the production of the most effective form of direct mail-matched mail (personalized and matching letter and envelope).

DocuMatch provides the efficiency of a production mailing service without the expense, especially in short runs, and loss of direct quality control inherent in outsourcing mailings.

The DocuMatch system works with virtually any Windows PC. Direct marketing letters are created in a word processing program and sent to the DocuMatch system, which prints the personalized letter and matching envelope, adds preprinted sheets with the letter, accumulates the material, adds another insert, and neatly folds everything. Once folded, the system inserts the mail piece into the matching envelope, seals it, and stacks the finished mail pieces for easy metering. DocuMatch also scans for damaged mail pieces and reprints them without operator intervention.

The DocuMatch system also features advanced technology that allows the system to selectively add inserts, messages, and information based on the individual recipient's profile and interest. Companies seeking to build relationships and develop ultra-targeted mailings will benefit from features like variable pages, selective inserting, variable message line, selective stacking, variable return address, blind matching, and ZIP breaks.

E-Stamp forms strategic partnerships to bring electronic postage to market. E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality.

Called Information-Based Indicia (IBI) by the USPS, systems like EStamp's **Internet** Postage, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a two-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

E-Stamp was the first company to move its IBI product beyond the laboratory walls when the USPS approved it for beta testing last spring. The company is enrolling beta testers through a partnership agreement with Compaq **Computer** Corp., which is now including the E-Stamp **Internet** Postage software as part of the Online Services suite it bundles with every new **computer** it ships. During this testing period, users can set up an E-Stamp account and try out the service for just the cost of postage. A nominal monthly service fee will apply once the official release version is introduced. As part of the laboratory (or alpha) testing phase, the USPS and E-stamp teamed up with Hewlett-Packard to test its IBI system on a variety of HP DeskJet and LaserJet printers to determine such variables as

image quality and print permanence on a variety of envelopes and flat media.

E-Stamp received major backing and welcome capital from two corporate titans to fuel its efforts to bring its electronic postage solution to market. Microsoft and AT&T Ventures made equity investments in E-Stamp last fall. Both corporations purchased 10% stakes in the company.

Mailingstuff.com offers one-stop shopping for mailing resources

As the business of mailing becomes a more and more complex proposition for companies and organizations seeking to get the best rates from the USPS and achieve a desirable response from their mailings, they face the ongoing challenge of finding resources with which to achieve these goals.

Mailingstuff.com serves as an online clearinghouse for products and services relating to the mailing industry. Its mission statement concisely outlines its function and purpose: "to provide the global business community with a single, comprehensive online directory, where our visitors can quickly and easily find all of the mailing, printing, marketing, and communications products, services, and solutions they need in one happy place!"

At the heart of this comprehensive Web site is a categorical directory of products and services ranging from equipment and software to professional and trade associations. Categories with exceptionally large numbers of entries are divided into subcategories, with vendors listed alphabetically and geographically. For instance, the category "addressing/bar-coding equipment and postal software" includes 13 subcategories: **address** label printers; **database** /list management software; delivery route optimization software, DMM & IMM on disk (postage rates and regulations); drop-shipping software, duplicate elimination "merge-purge" software; encoding/bar-coding desks and stations; IBIP (Information-Based Indicia Program) vendors; ink-jet addressing printers and drying systems; label affixers/labeling systems; postage calculators; presort software; and ZIP+4+2 POSTNET bar-coding software.

In addition to its interactive directory of product and service providers, Mailingstuff.com offers several other services, including software downloads, links to free stuff, and a repository for case studies, feature articles, and other written works or presentations helpful to mailers, printers, marketing professionals, etc. A classified advertising page provides opportunities to advertise equipment wanted, equipment for sale, hiring opportunities, and positions sought. Individuals seeking employment in the mailing industry may post their resumes on the site for free. Mailingstuff.com can be found on the World Wide Web at (where else?) <http://www.mailingstuff.com>.

Mailroom automation helps hold the line on postage

In the ongoing effort to hold down the price of postage, the USPS's policy has been to charge less if the customer is willing to do more. The "more" in the case of mailings involves maintaining a clean mailing list, free of invalid addresses, and presorting mailings so the postal service has little left to do but actually deliver them.

The first and most cost-effective step in improving mailing efficiency is to clean up one's corporate mailing list. A variety of mailing software packages are available for the Windows and Macintosh operating systems. These packages offer everything needed to help you expertly create and maintain your mailing lists. For example, they can verify addresses, eliminate duplicate entries, flag undeliverable addresses, add ZIP+4, presort, and add 11-digit delivery point bar codes. You can print bar-coded tray labels and postal reports with just a click of the mouse. Because addresses and postal regulations perpetually change, most mailing software is sold on a subscription basis so that frequently changing items can be regularly updated with ease.

Depending on its function(s), mailing software should be PAVE or CASS certified. The Coding Accuracy Support System (CASS) was developed by the USPS to ensure the accuracy of ZIP+4, 5-digit ZIP, and Carrier Route codes on mail pieces. It provides a common system to measure the quality of **address** matching and **code** assignment. In order to qualify for USPS automation discounts, mailing lists must be processed with software that is CASS certified.

Software with presort features should be certified by the Presort Accuracy Validation and Evaluation (PAVE) process. Designed by the postal service in cooperation with the mailing industry, PAVE evaluates presort software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual (DMM). During the certification process, software is evaluated for accuracy of presort, compliance to current DMM regulations, accuracy of sack/tray labels, and acceptability of **computer**-generated facsimile of mailing statements and other presort documentation.

Mail Manager 2010 from BCC Software provides a comprehensive, Windows-based solution to help users perform presorts, ZIP+4 encoding, and list maintenance; to move updates; list imports and exports to and from popular database software; and to generate container tags. The software also provides great flexibility in layout and design for lists and labels. One of Mail Manager 2010's most powerful features is background processing, which allows it to run several tasks at once. For more information, contact BCC Software at 800/453-3130 or on the Web at www.bccsoftware.com.

Mailer's +4 Professional from Mailer's Software provides a complete solution for bulk **mailing**, including **address** verification, ZIP+4 addition, elimination of duplicate records, presorting, and label printing with bar codes. Additional features include a Demographic Profiler to create detailed reports of customers' demographic makeup using 1990 census data. ZIPs by Radius and Records by Radius allow users to target customers and prospects by location from a central ZIP code. The Name Parse feature allows you to quickly determine gender balances, "personalize" salutations, and create all-male or all-female mailings. For more information, contact Mailer's Software at 800/800-6245 or on the Web at www.800mail.com.1A

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The electronic mailcenter

Anonymous

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•Pitney Bowes DocuMatch system personalizes advertising mail

A recent study conducted by the USPS revealed that 17% of all promotional mail is throw away unopened and unread because of its impersonal appearance and vague or inaccurate addressing. In short, it fit the stereotype of "junk mail."

Dispite this image problem, the Gallup Orgacizatioin, in a recent survey of marketing executives, rated direct mail as one of the best business communication tools available. It surpassed sales representatives, magazines, newspapers, and television in its effectiveness for generating sales, cost-effectiveness, educating consumers or businesses about complex issues, informing consumers or businesses about new products, selling products, or tracking results.

To help direct mail live up to its potential, Pitney Bowes is marketing a fast, all-in-one direct mail system that's designed to give advertising mail a more personal look that will get it opened and read. The DocuMatch Integrated Mail system is the first system to combine document and envelope printing with paper-handling functions, so companies can automate the production of the most effective form of direct mail-matched mail (personalized and matching letter and envelope).

DocuMatch provides the efficiency of a production mailing service without the expense, especially in short runs, and loss of direct quality control inherent in outsourcing mailings.

The DocuMatch system works with virtually any Windows PC. Direct marketing letters are created in a word processing program and sent to the DocuMatch system, which prints the personalized letter and matching envelope, adds preprinted sheets with the letter, accumulates the material, adds another insert, and neatly folds everything. Once folded, the system inserts the mail piece into the matching envelope, seals it, and stacks the finished mail pieces for easy metering. DocuMatch also scans for damaged mail pieces and reprints them without operator intervention.

The DocuMatch system also features advanced technology that allows the system to selectively add inserts, messages, and information based on the individual recipient's profile and interest. Companies seeking to build relationships and develop ultra-targeted mailings will benefit from features like variable pages, selective inserting, variable message line, selective stacking, variable return address, blind matching, and ZIP breaks.

E-Stamp forms strategic partnerships to bring electronic postage to market. E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality.

Called Information-Based Indicia (IBI) by the USPS, systems like EStamp's **Internet** Postage, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a two-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

E-Stamp was the first company to move its IBI product beyond the laboratory walls when the USPS approved it for beta testing last spring. The company is enrolling beta testers through a partnership agreement with Compaq **Computer** Corp., which is now including the E-Stamp **Internet** Postage software as part of the Online Services suite it bundles with every new **computer** it ships. During this testing period, users can set up an E-Stamp account and try out the service for just the cost of postage. A nominal monthly service fee will apply once the official release version is introduced. As part of the laboratory (or alpha) testing phase, the USPS and E-stamp teamed up with Hewlett-Packard to test its IBI system on a variety of HP DeskJet and LaserJet printers to determine such variables as

image quality and print permanence on a variety of envelopes and flat media.

E-Stamp received major backing and welcome capital from two corporate titans to fuel its efforts to bring its electronic postage solution to market. Microsoft and AT&T Ventures made equity investments in E-Stamp last fall. Both corporations purchased 10% stakes in the company.

Mailingstuff.com offers one-stop shopping for mailing resources

As the business of mailing becomes a more and more complex proposition for companies and organizations seeking to get the best rates from the USPS and achieve a desirable response from their mailings, they face the ongoing challenge of finding resources with which to achieve these goals.

Mailingstuff.com serves as an online clearinghouse for products and services relating to the mailing industry. Its mission statement concisely outlines its function and purpose: "to provide the global business community with a single, comprehensive online directory, where our visitors can quickly and easily find all of the mailing, printing, marketing, and communications products, services, and solutions they need in one happy place!"

At the heart of this comprehensive Web site is a categorical directory of products and services ranging from equipment and software to professional and trade associations. Categories with exceptionally large numbers of entries are divided into subcategories, with vendors listed alphabetically and geographically. For instance, the category "addressing/bar-coding equipment and postal software" includes 13 subcategories: **address** label printers; **database** /list management software; delivery route optimization software, DMM & IMM on disk (postage rates and regulations); drop-shipping software, duplicate elimination "merge-purge" software; encoding/bar-coding desks and stations; IBIP (Information-Based Indicia Program) vendors; ink-jet addressing printers and drying systems; label affixers/labeling systems; postage calculators; presort software; and ZIP+4+2 POSTNET bar-coding software.

In addition to its interactive directory of product and service providers, Mailingstuff.com offers several other services, including software downloads, links to free stuff, and a repository for case studies, feature articles, and other written works or presentations helpful to mailers, printers, marketing professionals, etc. A classified advertising page provides opportunities to advertise equipment wanted, equipment for sale, hiring opportunities, and positions sought. Individuals seeking employment in the mailing industry may post their resumes on the site for free. Mailingstuff.com can be found on the World Wide Web at (where else?) <http://www.mailingstuff.com>.

Mailroom automation helps hold the line on postage

In the ongoing effort to hold down the price of postage, the USPS's policy has been to charge less if the customer is willing to do more. The "more" in the case of mailings involves maintaining a clean mailing list, free of invalid addresses, and presorting mailings so the postal service has little left to do but actually deliver them.

The first and most cost-effective step in improving mailing efficiency is to clean up one's corporate mailing list. A variety of mailing software packages are available for the Windows and Macintosh operating systems. These packages offer everything needed to help you expertly create and maintain your mailing lists. For example, they can verify addresses, eliminate duplicate entries, flag undeliverable addresses, add ZIP+4, presort, and add 11-digit delivery point bar codes. You can print bar-coded tray labels and postal reports with just a click of the mouse. Because addresses and postal regulations perpetually change, most mailing software is sold on a subscription basis so that frequently changing items can be regularly updated with ease.

Depending on its function(s), mailing software should be PAVE or CASS certified. The Coding Accuracy Support System (CASS) was developed by the USPS to ensure the accuracy of ZIP+4, 5-digit ZIP, and Carrier Route codes on mail pieces. It provides a common system to measure the quality of **address** matching and **code** assignment. In order to qualify for USPS automation discounts, mailing lists must be processed with software that is CASS certified.

Software with presort features should be certified by the Presort Accuracy Validation and Evaluation (PAVE) process. Designed by the postal service in cooperation with the mailing industry, PAVE evaluates presort software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual (DMM). During the certification process, software is evaluated for accuracy of presort, compliance to current DMM regulations, accuracy of sack/tray labels, and acceptability of **computer**-generated facsimile of mailing statements and other presort documentation.

Mail Manager 2010 from BCC Software provides a comprehensive, Windows-based solution to help users perform presorts, ZIP+4 encoding, and list maintenance; to move updates; list imports and exports to and from popular database software; and to generate container tags. The software also provides great flexibility in layout and design for lists and labels. One of Mail Manager 2010's most powerful features is background processing, which allows it to run several tasks at once. For more information, contact BCC Software at 800/453-3130 or on the Web at www.bccsoftware.com.

Mailer's +4 Professional from Mailer's Software provides a complete solution for bulk **mailing**, including **address** verification, ZIP+4 addition, elimination of duplicate records, presorting, and label printing with bar codes. Additional features include a Demographic Profiler to create detailed reports of customers' demographic makeup using 1990 census data. ZIPs by Radius and Records by Radius allow users to target customers and prospects by location from a central ZIP code. The Name Parse feature allows you to quickly determine gender balances, "personalize" salutations, and create all-male or all-female mailings. For more information, contact Mailer's Software at 800/800-6245 or on the Web at www.800mail.com.1A

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GEOGRAPHIC NAMES: US

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Set Items Description

?s computer and internet and telephone and (mail or mailing or postal) NEAR address

>>>Invalid syntax

?s (mail or mailing or postal) 5n address and computer and internet and telephone

>>>Invalid syntax

?s (mail or mailing or postal) (5n) address and computer and internet and telephone

87825 MAIL

6367 MAILING

18086 POSTAL

108794 ADDRESS

1701 ((MAIL OR MAILING) OR POSTAL) (5N) ADDRESS

1212602 COMPUTER

242956 INTERNET

180734 TELEPHONE

S1 9 (MAIL OR MAILING OR POSTAL) (5N) ADDRESS AND COMPUTER AND
INTERNET AND TELEPHONE

?s s1 and address (s) code

9 S1

108794 ADDRESS

201660 CODE

3285 ADDRESS(S) CODE

S2 1 S1 AND ADDRESS (S) CODE

?s s2 not py>2000

1 S2

1937424 PY>2000

S3 1 S2 NOT PY>2000

?s computer and internet and address (5n) code and address (5n) (data or database)

1212602 COMPUTER

242956 INTERNET

108794 ADDRESS

201660 CODE

705 ADDRESS (5N) CODE

108794 ADDRESS

2040752 DATA

179954 DATABASE

4168 ADDRESS (5N) (DATA OR DATABASE)

S4 1 COMPUTER AND INTERNET AND ADDRESS (5N) CODE AND ADDRESS
(5N) (DATA OR DATABASE)

?s computer and internet and address (5n) (mail??? or post??? and address (5n) code

1212602 COMPUTER

242956 INTERNET

108794 ADDRESS

107341 MAIL???

320675 POST???

1940 ADDRESS(5N) (MAIL??? OR POST???)

108794 ADDRESS

201660 CODE

705 ADDRESS(5N) CODE

S5 2 COMPUTER AND INTERNET AND ADDRESS (5N) (MAIL??? OR
POST???) AND ADDRESS (5N) CODE

?s s5 notpy>2000

>>>Term "NOTPY" in invalid position

?s s5 not py>2000

2 S5

1937424 PY>2000

S6 2 S5 NOT PY>2000

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Set Items Description

--- -----

?s (internet or computer) (s) (post???? or mail??? or parcel???)

Processing

Processing

Processing

Processed 10 of 16 files ...

Completed processing all files

6188382 INTERNET

6772152 COMPUTER

4122157 POST????

3411082 MAIL???

174767 PARCEL???

S1 839533 (INTERNET OR COMPUTER) (S) (POST???? OR MAIL??? OR PARCEL???)

?s s1 and address (5n) (code or encrypt????)

839533 S1

2341196 ADDRESS

1529018 CODE

243599 ENCRYPT????

11473 ADDRESS(5N) (CODE OR ENCRYPT????)

S2 1805 S1 AND ADDRESS (5N) (CODE OR ENCRYPT????)

?s s2 and address (5n) (data or database or memory)

Processing

Processed 10 of 16 files ...

Completed processing all files

1805 S2

2341196 ADDRESS

9140508 DATA

1708777 DATABASE

994685 MEMORY

52910 ADDRESS(5N) ((DATA OR DATABASE) OR MEMORY)

S3 231 S2 AND ADDRESS (5N) (DATA OR DATABASE OR MEMORY)

?s s3 not py>2000

231 S3

15932122 PY>2000

S4 194 S3 NOT PY>2000

?RD

...examined 50 records (50)

...examined 50 records (100)

...examined 50 records (150)

...completed examining records

S5 124 RD (unique items)

?s s5 and telephone

124 S5

3282663 TELEPHONE

S6 55 S5 AND TELEPHONE

?s (geocod???) (s) internet and address (3n) (data or database or memory)

Processing

Processed 10 of 16 files ...

Processing

Completed processing all files

3158 GEOCOD???

6188382 INTERNET

363 GEOCOD???(S) INTERNET

2341196 ADDRESS

9140508 DATA

1708777 DATABASE

994685 MEMORY

34473 ADDRESS(3N) ((DATA OR DATABASE) OR MEMORY)

S7 57 (GEOCOD???) (S) INTERNET AND ADDRESS (3N) (DATA OR
DATABASE OR MEMORY)

?s s7 not py>2000

57 S7

15932122 PY>2000

S8 51 S7 NOT PY>2000

?RD

...examined 50 records (50)

...completed examining records

S9 24 RD (unique items)

?t s9/ti/1-24


```

?s (internet or computer) address and address (3n) (database or memory)
Processing
Processed 10 of 16 files ...
Completed processing all files
    6188382 INTERNET
    6772152 COMPUTER
    2341196 ADDRESS
    334296 (INTERNET OR COMPUTER) (S) ADDRESS
    2341196 ADDRESS
    1708777 DATABASE
    994685 MEMORY
    11652 ADDRESS(3N) (DATABASE OR MEMORY)
S10 2025 (INTERNET OR COMPUTER) (S) ADDRESS AND ADDRESS (3N)
      (DATABASE OR MEMORY)
?s s10 and address (3n) (code or encrypt???)
    2025 S10
    2341196 ADDRESS
    1529018 CODE
    243387 ENCRYPT???
    7434 ADDRESS(3N) (CODE OR ENCRYPT???)
S11 77 S10 AND ADDRESS (3N) (CODE OR ENCRYPT???)
?s s11 and address (s) (post??? or mail??? or parcel?)
Processing
Processed 10 of 16 files ...
Completed processing all files
    77 S11
    2341196 ADDRESS
    3953448 POST???
    3411082 MAIL???
    177015 PARCEL?
    239052 ADDRESS(S) ((POST??? OR MAIL???) OR PARCEL?)
S12 55 S11 AND ADDRESS (S) (POST??? OR MAIL??? OR PARCEL?)
?s s12 not py>2000
    55 S12
    15932122 PY>2000
S13 38 S12 NOT PY>2000
?RD
...completed examining records
S14 22 RD (unique items)
?t s14/ti/1-22

```

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Set Items Description

--- -----

?s address (3n) (mail??? or post??? or parcel?) and address (5n) (internet or web)

Processing

Processing

Processed 10 of 16 files ...

Processing

Completed processing all files

2341196 ADDRESS

3411082 MAIL???

3953448 POST???

177015 PARCEL?

134871 ADDRESS(3N)((MAIL??? OR POST???) OR PARCEL?)

2341196 ADDRESS

6188382 INTERNET

6291691 WEB

284726 ADDRESS(5N)(INTERNET OR WEB)

S1 29203 ADDRESS (3N) (MAIL??? OR POST??? OR PARCEL?) AND ADDRESS
(5N) (INTERNET OR WEB)

?s s1 and address (3n) (database or data)

Processing

Processed 10 of 16 files ...

Completed processing all files

```

29203 S1
2341196 ADDRESS
1708777 DATABASE
9140508 DATA
28583 ADDRESS(3N) (DATABASE OR DATA)
S2 359 S1 AND ADDRESS (3N) (DATABASE OR DATA)
?s s2 and address (3n) (code or encode??? or encrypt???)
359 S2
2341196 ADDRESS
1529018 CODE
108541 ENCODE???
243387 ENCRYPT???
7664 ADDRESS(3N) ((CODE OR ENCODE???) OR ENCRYPT???)
S3 12 S2 AND ADDRESS (3N) (CODE OR ENCODE??? OR ENCRYPT???)
?s s3 not py>2000
12 S3
15932122 PY>2000
S4 9 S3 NOT PY>2000
?RD
...completed examining records
S5 8 RD (unique items)

```

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Set Items Description

--- -----

?s (mail or mailing or postal) (5n) address??? and (computer or internet) and telephone

Processing

Processing

Processed 10 of 16 files ...

Processing

Completed processing all files

3095108 MAIL

230525 MAILING

227367 POSTAL

3581268 ADDRESS???

187621 ((MAIL OR MAILING) OR POSTAL) (5N)ADDRESS???

6771109 COMPUTER

6187279 INTERNET

3281815 TELEPHONE

S1 43138 (MAIL OR MAILING OR POSTAL) (5N) ADDRESS??? AND (COMPUTER
OR INTERNET) AND TELEPHONE

?s s1 and address (5n) code

43138 S1

2340316 ADDRESS

1528526 CODE

```

          9669 ADDRESS (5N) CODE
S2        493 S1 AND ADDRESS (5N) CODE
?s s2 and pseudoaddress
          493 S2
              0 PSEUDOADDRESS
S3        0 S2 AND PSEUDOADDRESS
?s s2 and address (3n) (pseudo or false or phony)
          493 S2
          2340316 ADDRESS
          29295 PSEUDO
          371073 FALSE
          18653 PHONY
          1067 ADDRESS(3N)((PSEUDO OR FALSE) OR PHONY)
S4        1 S2 AND ADDRESS (3N) (PSEUDO OR FALSE OR PHONY)
?s s2 and address??? (s) (computer or internet)
Processing
Processed 10 of 16 files ...
Completed processing all files
          493 S2
          3581268 ADDRESS???
          6771109 COMPUTER
          6187279 INTERNET
          462068 ADDRESS??? (S) (COMPUTER OR INTERNET)
S5        256 S2 AND ADDRESS??? (S) (COMPUTER OR INTERNET)
?s s5 not py>2000
          256 S5
          15907321 PY>2000
S6        220 S5 NOT PY>2000
?RD
...examined 50 records (50)
...examined 50 records (100)
...examined 50 records (150)
...examined 50 records (200)
...completed examining records
S7        130 RD (unique items)

```

```

?s*computer and internet address (5n) code and address (3n) (data or database or me
mory)
Processing
Processing
Processed 10 of 16 files ...
Processing
Completed processing all files
        6771109 COMPUTER
        6187279 INTERNET
        2340316 ADDRESS
        1528526 CODE
        9669 ADDRESS(5N)CODE
        2340316 ADDRESS
        9139092 DATA
        1708636 DATABASE
        994448 MEMORY
        52908 ADDRESS(5N)((DATA OR DATABASE) OR MEMORY)
S9      171 COMPUTER AND INTERNET AND ADDRESS (5N) CODE AND ADDRESS
        (5N) (DATA OR DATABASE OR MEMORY)
?s s8 and (mail or mailing or postal) (3n) address
        123 S8
        3095108 MAIL
        230525 MAILING
        227367 POSTAL
        2340316 ADDRESS
        128487 ((MAIL OR MAILING) OR POSTAL) (3N)ADDRESS
S10     100 S8 AND (MAIL OR MAILING OR POSTAL) (3N) ADDRESS
? s s9 and (mail or mailing or postal) (3n) address
        171 S9
        3095108 MAIL
        230525 MAILING
        227367 POSTAL
        2340316 ADDRESS
        128487 ((MAIL OR MAILING) OR POSTAL) (3N)ADDRESS
S11     82 S9 AND (MAIL OR MAILING OR POSTAL) (3N) ADDRESS
?s s11 not py>2000
        82 S11
        15907321 PY>2000
S12     62 S11 NOT PY>2000
?RD
...examined 50 records (50)
...completed examining records
S13     33 RD (unique items)

```